



Chair Report

F24/25

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Spring Clean 2024

- Launched in November ahead of SH1 Mangamuka reopening.
- Collaborative project with wide support from local businesses, trades, and community groups.
- Hands-on help from local leaders: Cr Felicity Foy, Adele Gardner, Rachel Baucke.
- Despite rain delays, cleared two full skip bins of rubbish/green waste.
- Removed graffiti, water blasted Town Square, Commerce Street, alleyways, and park benches.
- A strong display of kotahitanga and community pride.







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CCTV Network

- Continued to keep the CCTV network operating with Te Hiku Community Board funding support.
- Thank you to Building Safer Communities for monitoring the CCTV.
- Network has proven effective in reducing and investigating crime in the CBD.
- Launched a CCTV Gap Analysis project in partnership with regional Business Associations, Building Safer Communities, and Far North Police to identify weaknesses across the regional network.
- Positioned to apply to the Proceeds of Crime Fund when it becomes available to expand coverage.
- Safer communities mean safer business districts, a key focus for KBA.



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Town Square Activations & Maintenance

- Continued support for upkeep and activation of the Town Square and CBD.
- Advocated for more consistent cleaning and maintenance of the space.
- Worked with community groups booking the Square for events and activations.
- Committee member Cari has coordinated a variety of activations bringing energy and foot traffic.
- Quieter over winter, but activity expected to ramp up over summer.
- Creates more opportunities to showcase our town and support local business.

**TAHAAWAI
MARKET**

26-APRIL

PRESENTED BY D&H THRIFTED

**KAITIA
CENTRE**

112 COMMERCE ST KAI



COME DIVE INTO SOME PRELOVED TREASURES!
VINTAGE CLOTHING
, STREETWEAR, HANDMADE GOODS, ARTS & CRAFT, JEWELLERY, FOOD STALLS



TOI OHO CREATIVE ACTIVATORS presents

Youth Safe YOUTH BLOCK PARTY

**DJEXILE / FYAH B
TOI OHO CREW**

R&B / OLSKOOL / HIPHOP / DANCE

MUSIC / SOUNDSYSTEM / GAMES
11AM - 2PM
SAT 5 APRIL
KAITAIA TOWN SQUARE

TOHO
TOI OHO

Made with PosterMyWall.com

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Networking Events

- Shifted to bi-monthly format, alternating mornings and after-fives.
- Guest speakers and collaborations with local businesses (Far North Solar, Kiwi Carpentry).
- Strong engagement and positive feedback from members.
- Next event: Thursday 16 October with Te Ahu Museum and Top Energy.
- Programme continues to build momentum into the year ahead.





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Business Spotlight

- Launched in January to showcase local businesses.
- Promoted through digital sign, Facebook, and monthly newsletter.
- Featured businesses include Nav Financial, Your Shelf, Retreatment Beauty True North Yoga, and Whitirau Cross.
- Challenge: many owners too busy to prepare marketing material.
- Positive response overall, initiative will continue through 2025.

TRUE NORTH YOGA *Well Being Hub*

YOGA FOR
BEGINNERS

3 CLASS
PASS
JUST \$40

VALID FOR TEN DAYS



4 Ward St, Kaitaia
+64 21 047 6806

@_truenorthyoga

NAV FINANCIAL
Elevating Financial Independence

NAV
FINANCIAL



The advertisement for Wildcrafted Tea features a rustic wooden shelf background. On the shelf, there are several tea-related items: a ceramic cup with a tea infuser, a small white jar with a tea bag, and some loose-leaf tea. The text "YOUR SHELF" is prominently displayed at the top in a large, white, serif font. Below it, in a smaller font, is "Bulk Foods & Home Brew Supplies". The main text reads: "We stock loose-leaf herbal teas, tea blends, and fruit teas." and "All of our teas are organic and from 2 amazing tea businesses based right here in New Zealand." At the bottom left, there is a logo for "KERIKERI TEA ORGANIC". At the bottom right, the brand name "WILDCRAFTED" is written in a large, bold, black font, with "TEA • DRIED HERBS • APOTHECARY" written below it in a smaller font.

JUNE SPECIAL

COASTAL

• UNDERBODY SEALING •

EST.  2019

UNDERBODY SEALING \$600
NORMAL PRICE \$750

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Apprenticeship & Trainee Scholarship

- Awarded two scholarships to Club Physical and Retreatment Beauty for staff training and development.
- Total \$3k in grants.
- Supports businesses to invest in people and ease training costs.
- 2025 round now open, closing 31 October.
- Available exclusively to members and associate members.
- Direct benefit to businesses within our community.



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Te Hiku Business Boosters

- Delivered First Aid training in November 2024 through Shalom Education.
- 16 participants gained NZQA-accredited skills in CPR, AED use, and emergency response.
- Training provided at no cost, improving workplace safety and resilience.
- Steering group now exploring new funding to deliver a small number of additional courses in the near future.



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Shop Local & Late Night Trading Campaigns

- Partnered with Te Hiku Local on a Mother's Day "Shop Local" campaign.
- Digital booklet promoted offers from Kaitaia, Ahipara, and Awanui businesses.
- Prize draw worth \$1,500 encouraged local shopping and community participation.
- Coordinated two late-night trading events in November and December.
- Strong CBD foot traffic, retailers offered specials, gifts, and competitions.
- Town Square activations with food carts and carollers created a festive atmosphere.
- Both initiatives proved the value of collaboration to drive activity in the CBD.

CHRISTMAS

LATE NIGHT SHOPPING

WEDNESDAY 27TH NOVEMBER
5:00PM-7:30PM

**FANTASTIC SALES
THROUGH MOST STORES**

**DRINKS & NIBBLES
AT SOME PARTICIPATING RETAILERS**







CELEBRATE MUM

Shop Local & Win!

PROUDLY SUPPORTED BY



► Visit website link bit.ly/MUM-TH

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Advocacy & Partnerships

- Active participant in the quarterly Kaitaia Airport Advisory Group. \$5.4m allocated for essential airport upgrades, with \$2.4m more through FNDC's Long-Term Plan.
- Advocacy helped ensure SH1 Mangamuka reopened before Christmas, supporting local businesses and tourism.
- Co-hosted Retail Crime Advisory Group with North Chamber to help inform our retailers of proposed law changes.
- Worked with Regional Business Associations to form a working group to help advocate for regional issues.
- Working Group collaboration directly led to the CCTV Gap Analysis project.
- Continued to flag the rising concrete tiles up and down Commerce St which are starting to become trip hazards.



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Digital Sign

- Valuable asset for promoting local businesses, but faced major challenges this year.
- Broke down twice, with costly repairs followed by a power cable fault.
- Sign was launched as part of the Te Hiku Revitalisation project, intended to be FNDC-owned.
- Not yet added to FNDC's asset register, creating ownership and responsibility issues.
- Advertising paused for clients, causing frustration.
- Repairs estimated at over \$10,000; committee weighing options while discussions with FNDC continue.

DIGITAL ADVERTISING

ON COMMERCE STREET



**Kaitaia Digital Sign
ADVERTISE HERE**



Kaitaia
Business
Association INC

Contact us:  kaitaiabid@gmail.com

Chair Report F24/25

Strategic Plan

- Developed a new Strategic Plan to give clearer shape to the work we already do.
- Provides clearer shape to the work we already do.
- Highlights both opportunities and risks facing our business community.
- Reframes our four guiding pou to focus our efforts.
- Strengthens governance and sustainability to keep KBA resilient and well-resourced.
- Plan already in action, with member feedback to be gathered in the months ahead.





Thank You

Ngā Mihi